

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

MLA2113 – MEDIA ANTHROPOLOGY

(All sections / Groups)

28th FEBRUARY 2020
9.00 A.M. – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of THREE pages including this cover page with FOUR questions only. This paper is marked out of 100 Points and contributes to 40% of the result of the subject.
2. Answer all FOUR questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer all parts of the following four questions. Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question No 1.

(25 Points)

Part A.

List the four subfields of Anthropology and provide a brief explanation for each subfield.
(4 x 5 Points)

Part B.

“Anthropology is by nature an interdisciplinary field. Its subfields are intertwined with many other social and natural sciences. One reason that anthropology remains a broad, four-field discipline, rather than splitting up, is that all anthropologists recognize the importance of the following (five) concepts:”

- Robert L. Welsch and Luis A. Vivanco in *Asking Questions About Cultural Anthropology: A Concise Introduction*.

Name the five concepts listed by Welsch and Vivanco. (5 x 1 Point)

Question No 2.

(25 Points)

Part A.

Discuss the significances of the concept of ‘ritual’ in cultural anthropology? (10 Points)

Part B.

In your understanding, how could the concept of ‘ritual’ be used to analyze our media or technological practice? Provide an example to illustrate your understanding of a media or technological usage as a form of ‘ritualistic’ practice in our contemporary life. Discuss how it could be understood as ‘ritualistic’. (15 Points)

Continued

Question No 3.**(25 Points)**

Explain the five different cultural flows which Arjun Appadurai raised in his book 'Disjuncture and Difference in the Global Cultural Economy'. Provide an example for each flow to illustrate the explanation.

Question No 4.**(25 Points)**

Answer all parts of the question.

- A. What are the different methods and techniques used as an ethnographic study?
(2 x 2 Points)
- B. Name three (3) types of observation? (3 x 2 Points)
- C. Several research studies have used ethnography of communication as a methodological tool when conducting empirical research. What is the purpose of ethnography? (2 x 2 Points)
- D. Group observation is an activity carried out by researcher, state the details about group observation based on your understanding? (2 x 3 Points)
- E. List of 5 key aspects of how anthropology can help you succeed. (5x 1 Point)

END OF PAPER

